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Georgia Southern University, "College of Business News" (2013). *College of Business News (2012-2023)*. 100.

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Georgia Southern Student Wins Retail Challenge

January 7, 2013

The NRF Foundation and American Express announced the winners of their fifth annual Aspire2Retail Intercollegiate Challenge. Each student will receive an educational scholarship worth \$2,500. The contest is designed to increase understanding of diverse career paths in retail by engaging university students in a competitive, collaborative roleplay that involves implementing a multi-tiered business strategy.

This year, the challenge required students to describe all aspects of showrooming and outline the threats and opportunities that come with it. Showrooming is when shoppers compare retailers' store prices to other companies' online prices and purchase the item online from a different company. The students had to collaborate on a comprehensive marketing strategy, aimed at addressing showrooming and were instructed to propose customer service practices that enhance loyalty and maximize the use of the latest technological advancements. A financial, merchandising and retail operations plan also had to be produced to complete and pass the challenge.